

ORDER



Orders
Order / Rev: 50068
Alt Order #: 08852034
Product Desc: HOUSE MAJORITY PAC
Estimate: 1618
Flight Dates: 08/28/12 - 09/10/12
Original Date / Rev: 08/16/12 / 08/16/12
Order Type: GENERAL

KUCW-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	8	\$3,400.00	\$2,890.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$3,400.00	\$2,890.00	0.00
Totals	8	\$3,400.00	\$2,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KUCW-TV	2%	\$3,400.00
Market	100%	\$170,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	4%	\$6,800.00
KMYU	0%	\$0.00
KSL	26%	\$44,200.00
KSTU	24%	\$40,800.00
KTVX	13%	\$22,100.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	28%	\$47,600.00
UNKWN	3%	\$5,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	08/28/12	09/07/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	3	\$425.00	P-1	0.00	NM	6	\$2,550.00
TWO AND HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -			3			\$425.00		0.00			
Week:		09/03/12	09/09/12	- TWTF - -			3			\$425.00		0.00			
E 2	KUCW	09/03/12	09/10/12		CM	6p-630p	1 - - - - -	:30	1	\$425.00	P-1	0.00	NM	2	\$850.00

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KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6p-630p											
				M-F 6p-630p											
TWO AND HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	1-----		1				\$425.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	1-----		1				\$425.00		0.00			
													Totals	8	\$3,400.00